



Small, friendly and inclusive: the real keys to success



JULIE MUNRO,
NurseryCam

Kingscliffe Day Nursery has been running since 1999 and is due to celebrate its ninth anniversary this March. Housed in a beautiful Victorian building which dates back to 1901, children enjoy four large rooms, an expansive garden with lawn and soft play area, plus a private car park for the adults. Opening with 24 places, Kingscliffe expanded to 32 after the first year. Owner, Alexis, believes the secret to her nursery's success is remaining small to ensure a true 'home from home' atmosphere.

With the focus firmly on inclusion at Kingscliffe, parents benefit from regular newsletters and parent's evenings. Annual garden parties are also popular events as they involve parents in nursery life, and also help those new to the area make friends and build social circles. For Alexis, bringing families together has been a priority from the outset. She says "all parents

Nursery management is not a straightforward formula and making sure your nursery gets noticed takes a great deal of hard work. Alexis McConnachie, founder of Kingscliffe Day Nursery in Loughborough, understands parent's needs and ensures that these are met through regular personal contact



Alexis
McConnachie,
of Kingscliffe
Day Nursery

need to know that their child is safe and happy, but more than that, they want to be included too."

It was Alexis' quest for new and exciting ways to include parents that first brought webcams to her attention. Alexis was one of the first UK nursery managers to go live with NurseryCam cameras more than four years ago – a move adopted as part of her small and inclusive ethos.

"The webcams were a hit with parents from the beginning. One said 'I didn't realise how hard you work!' comments like that really help the staff to appreciate the cameras too." says Alexis.

Popular with everyone, the webcams are also a source of small and comfort. For parents, deciding to enrol their children into nursery can be an anxious time. Knowing that they can log-in and visit them at any time helps to reassure. Parents are able to see their children's development through the cameras and feel closer to them as a result.

Kingscliffe nursery is much like an extended family with a mutual trust between staff, parents and children and a sense of pride as children fly the nest and move up to school. The majority of places are quickly filled though parent referrals, which proves the team really do embody the family values they profess.

One look at Kingscliffe nursery and you can see it is a success. Even at the most hectic of times, there is a deft calmness that exudes from both the staff and children. Perhaps the truest testament to their success is the fact that parent's whose own children left nursery some three years ago, continue to recommend Kingscliffe. ■





- For more information contact Kingscliffe Day Nursery on 01509 263 325 or email kingscliffe_dn@btconnect.com
- If you would like further information about parental webcams, CCTV or security for your nursery, please visit www.nurserycam.co.uk, or contact NurseryCam Ltd on 01344 751688 or email info@nurserycam.co.uk.



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